

Weather Miser Co. Inc.

Weather-Smart Irrigation Systems

Dr. Al Caprio

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The “PAIN” Facts About Water Usage in The U.S.

- In the U.S alone
 - Same global fresh water supply as 1000 years ago
 - Population to double in next 40 years
 - Rivers and lakes are drying up
 - 41 states in near-drought condition
 - N.Y Times : water wars by yr. 2015
 - 80 countries report water shortages
 - Outdoor usage is 50% of total in the U.S.
 - 30% over watering (2-3 trillion gals./yr.)
 - Controllers are not sensitive to weather changes
- The global problem is much more severe than ours



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The Solution is the Weather Miser

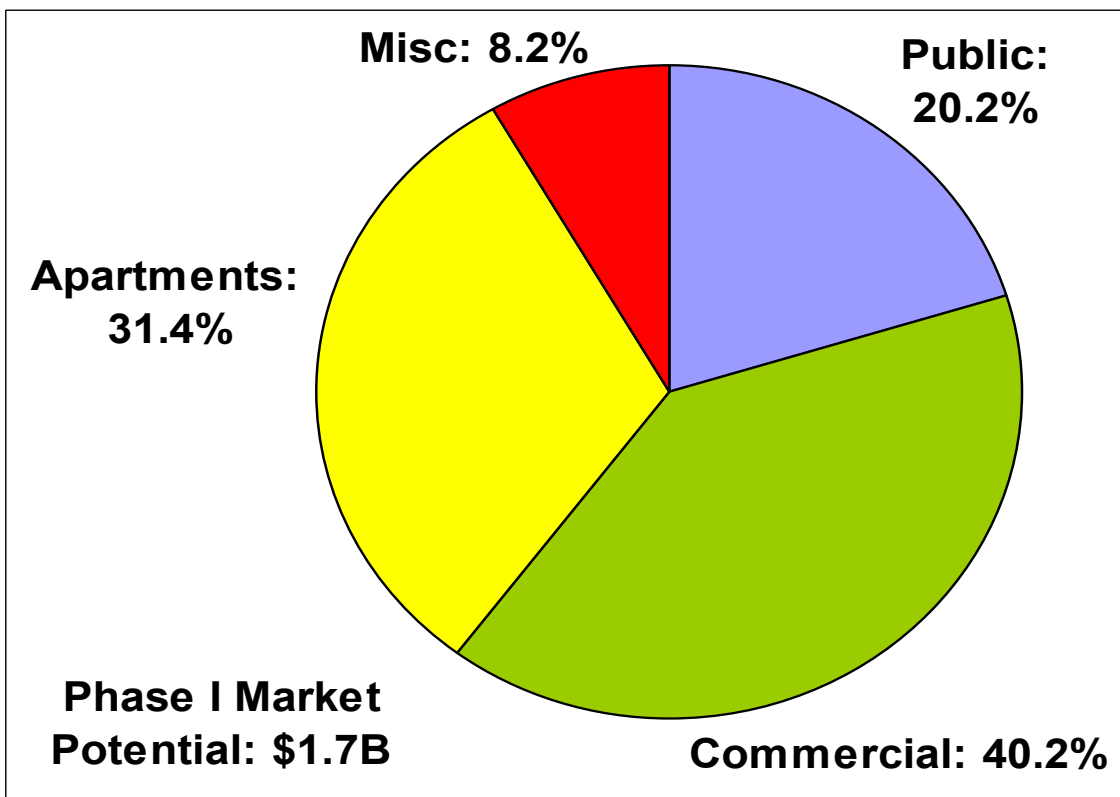
- ✓ *Uses water in the air*
- ✓ *1300 units sold to date
(less than 1% failure)*
- ✓ *Very positive testimonials*
- ✓ *\$3.8 billion market*
 - ✓ *\$1.7B Industrial (target # 1)*
 - ✓ *\$2.1B Residential*





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Target Industrial Market, Phase I





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The Magic of the Weather Miser is Its Use of Relative Humidity

Empirically speaking, RH varies with:

- ✓ evaporation rate
- ✓ ambient temperature
- ✓ dew point temperature
- ✓ solar radiation
- ✓ wind speed
- ✓ **waters only when landscape is “thirsty”**



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Consumer Economics

Customer	Initial cost	Return (ROI/Yr)	Marketing Strategies
ABQ Academy	\$1,500	1600 %	Direct sales/Internet
Regis Univ.	\$2,250	350 %	3 rd party distributor
Denver Water Co.	\$12,000	140 %	Multifaceted media/assos.
ABQ Church	\$1,400	500 %	Direct sales/ media
Sheraton	\$400	400 %	Direct sales/ media

Distribution Strategies

1) *Direct sales*

2) *3rd party*

3) *Internet*

4) *Multifaceted*

5) *Retail*



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We Beat the Competition

Competitors

Weather Miser

Technology Advantages	WMC	Hunter	Toro	RainBird	Business Advantages
Rain Sensor	✓	X	X	X	✓ 2 Patents, all Issued
Evap. Sensor	✓				✓ IP With RH
Dew Point Sensor	✓				✓ IP With RH
Wind Sensor	✓	X			✓ IP With RH
RH Sensor	✓				✓ IP and Cost
Solar Radiation	✓				✓ IP With RH
Integrated Sensors 4-yr. Official Tests	✓				✓ 100 Units @ 30 % Average Savings



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Product Lines and Planned Reduction in Selling Price

\$86 - \$49.95



*Model RSF1 (Sensors in Single Enclosure)
Rain, Dew Point, Evaporation, & Temp.*

\$149- \$98.95



*Model RSFIS (Steel Enclosure)
(For Commercial/Industrial Use)*

\$149-\$98.95



*Model WLRSF1 (Wireless)
For General Application*

\$1495- \$895



*Model RSFIE (Remote-Desk Top Control)
For Agricultural & Golf Courses*



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Manufacturing Subcontractor in Place and Ready to Scale Up

Machine/Assembly



Injection Mold



Today's COG (\$20-\$28/unit)

Tomorrow's COG (\$12-\$15/unit)



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Business Strategy and Use of Funds

- Formalize business operation
- Manufacturing transformation
 - Injection molding of enclosure
- Target industrial market with a proven strategy
- Heighten awareness/sales through multifaceted media campaign
- ***Total funds needed: \$950,000***

Manufacturing
\$349k-\$280k

Marketing/Adv.
\$221k

Professional/Legal
\$380k



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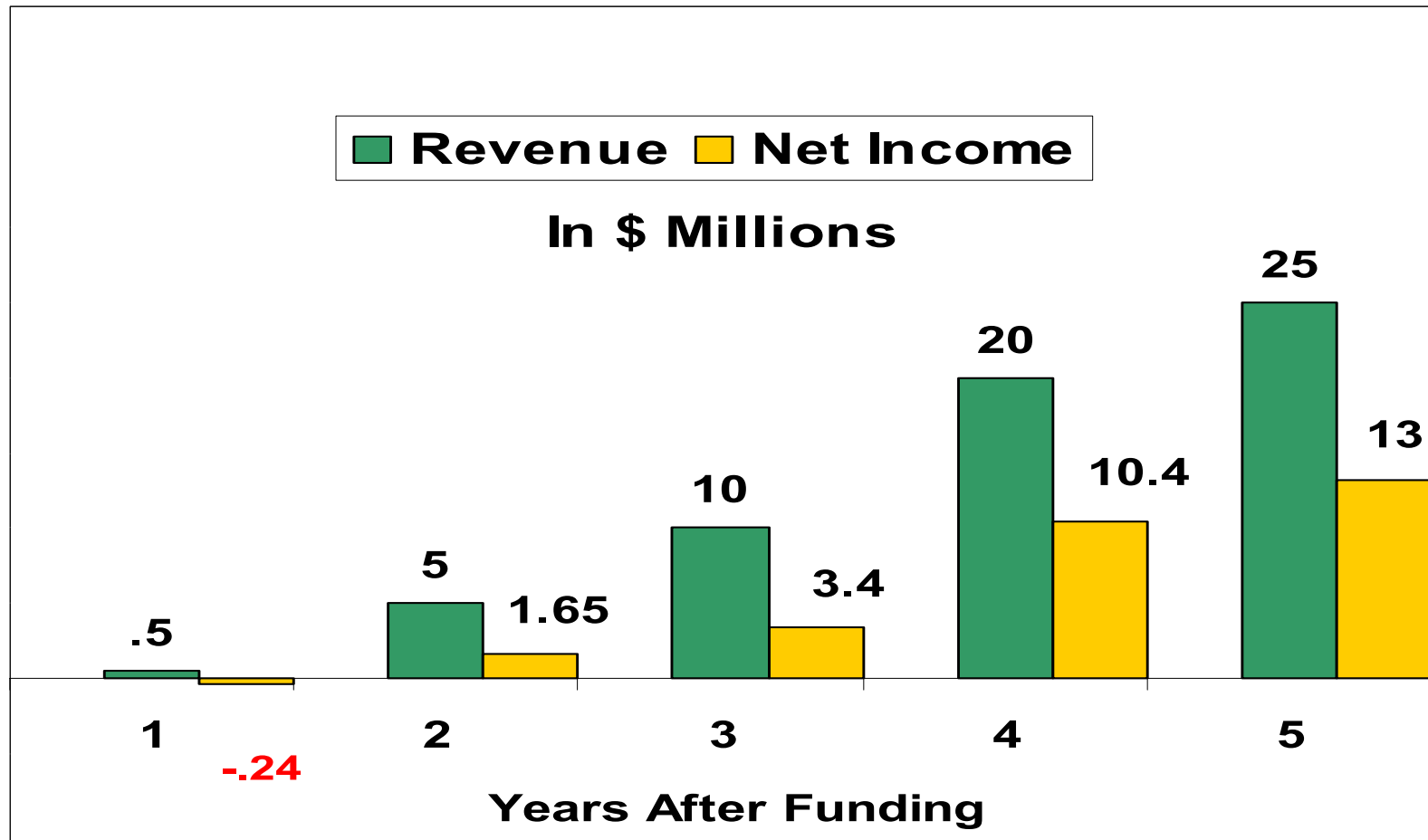
Management Team

- Al Caprio, BSEE, Ed.D in human resources, President, Founder
 - ✓ Extensive program management in climate sensor R&D for 5 major corporations including NASA/Jupiter
 - ✓ Started and managed 4 related companies
- Carlos Mancia, MSEE, CTO & acting CEO
 - ✓ 11 years program management In missile & artificial intelligence sensor/control systems
 - ✓ 5 years market analyst and investment consultant
 - ✓ Co-author of business plan and direct marketing plans
- ***CFO, CPA, & marketing/media director on standby pending availability of funds***



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Financial Forecast





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Exit Strategy

- **Acquisition by related company such as Toro, *RainBird, or Hunter, 3 - 4 years after funding**

* interest expressed in distribution/futures plan



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Conclusion and Invitation

- Proven product & sales (Official tests)
- Solid intellectual property
- Experienced management
 - Boot-strapped successfully
- Solid investment opportunity
- The timing is right, come visit us for a demo